



BTEP & Partners' News Flash

NRT Update

On March 1, 2008 ADHS BTEP initiated a pilot program, based on recommendations of the NRT+ Work Group, to provide free NRT and pharmaceutical products to enrollees of ASHLine. In just two months, the response to this pilot was unprecedented and it has already reached the encumbered amount of \$300,000 for the program.

To ensure all participants can receive up to 12 weeks of NRT+, effective immediately and until further notice:

- The distribution of free products will be limited to two weeks of the following NRT products: patch, lozenges, and gum.
- Prescription products, including Varenicline (Chantix) and Bupropion (Zyban), will no longer be provided.
- All participants enrolled on March 1, 2008 through April 30, 2008 will receive the complete 12 weeks of NRT+.

Over the next few months we will evaluate the changes in tobacco use among the more than 1,600 people who enrolled in the program in the past two months, and will base our long-term decisions about the free NRT+ program on these findings.

It is important to note that ADHS BTEP NRT+ Pilot Program is the first statewide effort nationally to expand free NRT+ distribution to include pharmaceuticals. While this resonates with our commitment to be at the fore-front of innovative practices that bring maximum benefit to Arizonans, it is critical that we conduct a comprehensive analysis of outcomes. This analysis is critical because many tobacco cessation programs across the U.S. are examining the efficacy of free distribution and as such have a stake in the findings of this Pilot.

This pilot should not be confused with current legislation that will provide the transfer of up to \$1 million to AHCCCS (which will leverage an additional \$2 million in Federal funds) for the distribution of NRT and pharmaceutical products to AHCCCS participants. The pilot and legislative efforts are two distinct programs.

Upcoming Partner Meeting

On July 24 - 25, ADHS BTEP will host a two day Tobacco Control Professional Development Conference at the Double Tree Resort in Paradise Valley. Please reserve these dates on your calendars as we are planning top notch professional development around network development. The details and agenda will follow in the coming weeks...stay tuned.

ADHS BTEP Marketing to Receive Copper Quill Awards

The ADHS BTEP Marketing Team has learned that the Nick, Jamie and Hector "We Can Help" cessation campaign will be recognized and awarded two International Association of Business Communicators (IABC) Phoenix Chapter Copper Quill Awards and the Phoenix Suns Gorilla Personal Foul Youth Prevention Campaign has also won a Copper Quill Award. The awards will be presented to the ADHS BTEP Marketing Team during the IABC Copper Quill event on June 5th.